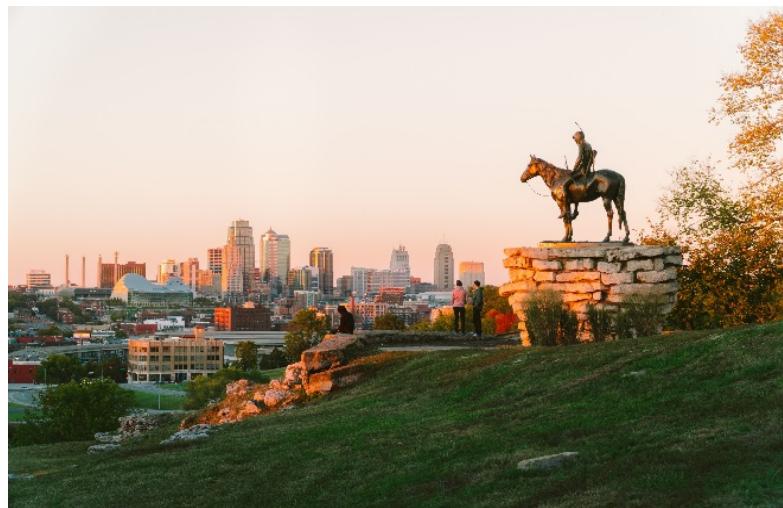


MISSOURI DIVISION OF TOURISM

MISSOURI MAY TRAVEL BAROMETER
(DATA AVAILABLE AS OF 06/07/2021)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

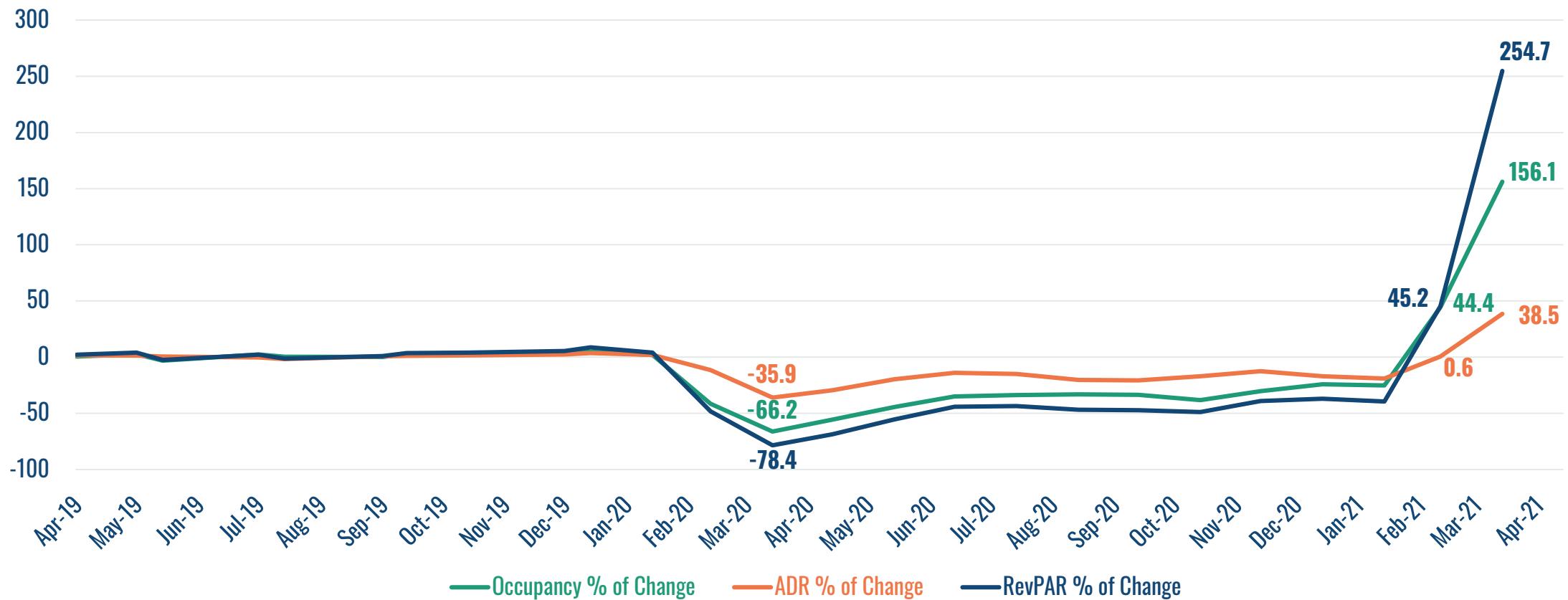
The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Monthly Lodging Trends Percentage of Change



STR Lodging Trends – Week Ended May 29, 2021

OCCUPANCY
was up
87.5%
as compared to
the same week in
2020

**STATEWIDE
DEMAND**
INCREASED
103.7%

ADR
(Average Daily Room Rate)
INCREASED
38.7%

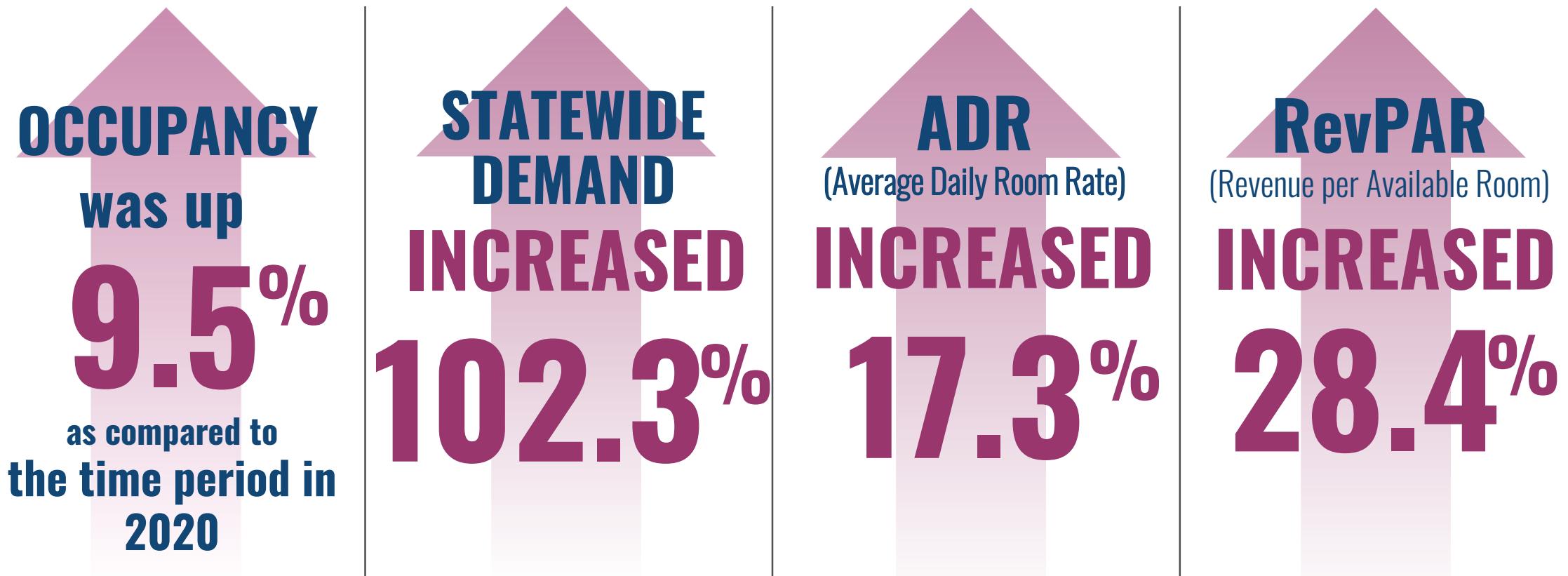
RevPAR
(Revenue per Available Room)
INCREASED
160.0%

Missouri Travel Barometer



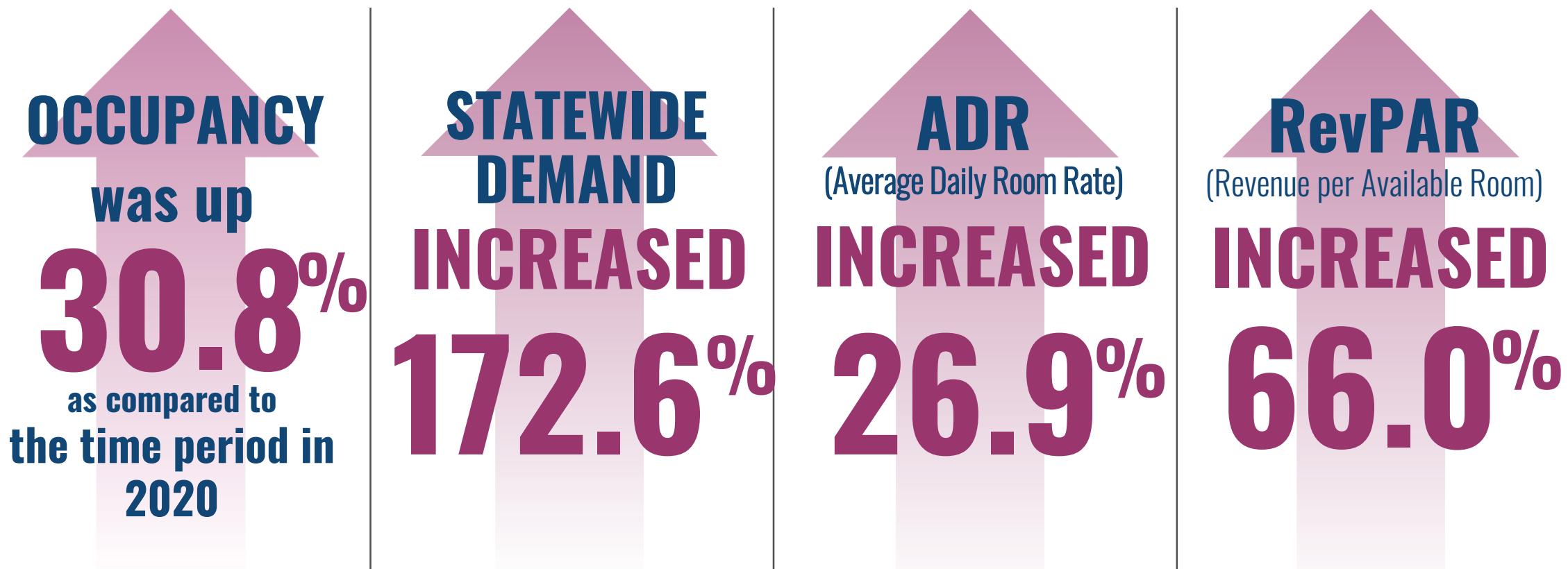
AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

April 2021 Compared to 2020



AirDNA Short-Term Rental Trends for Entire Place Rentals

April 2021 Compared to 2020

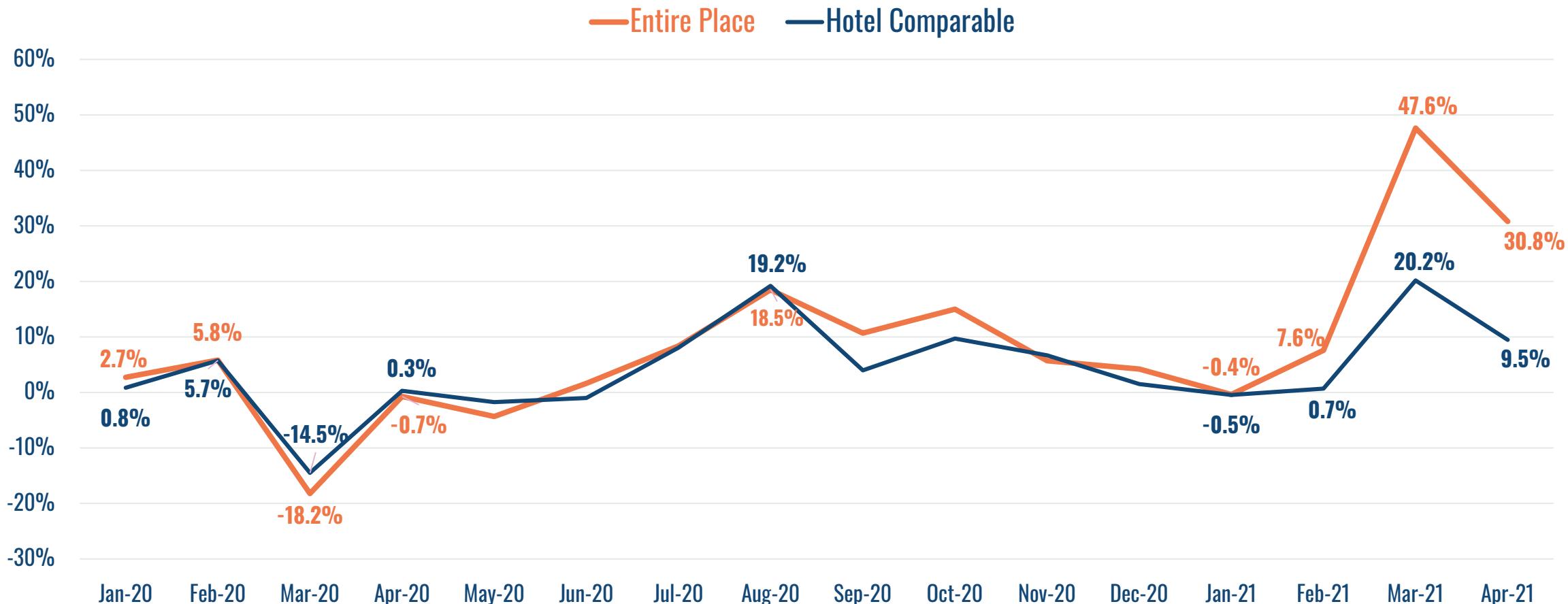


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rentals Occupancy % of Change from Prior Year

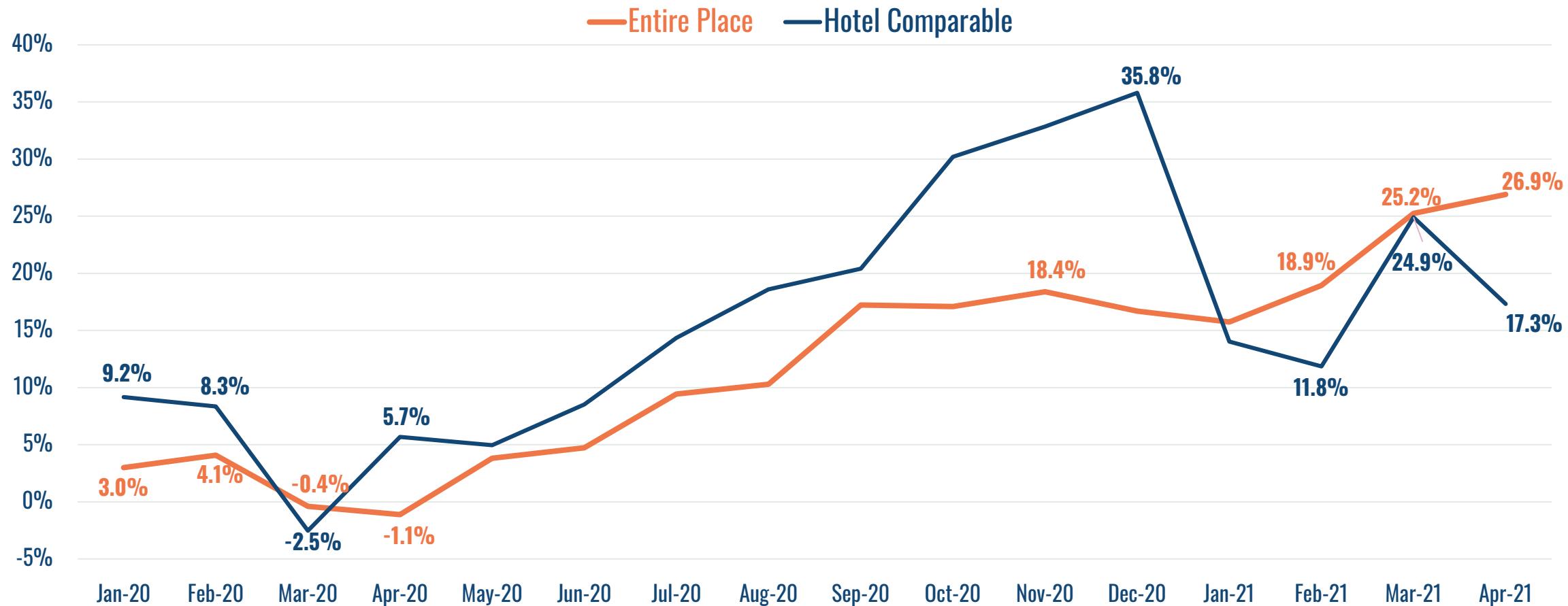


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rentals ADR % of Change from Prior Year

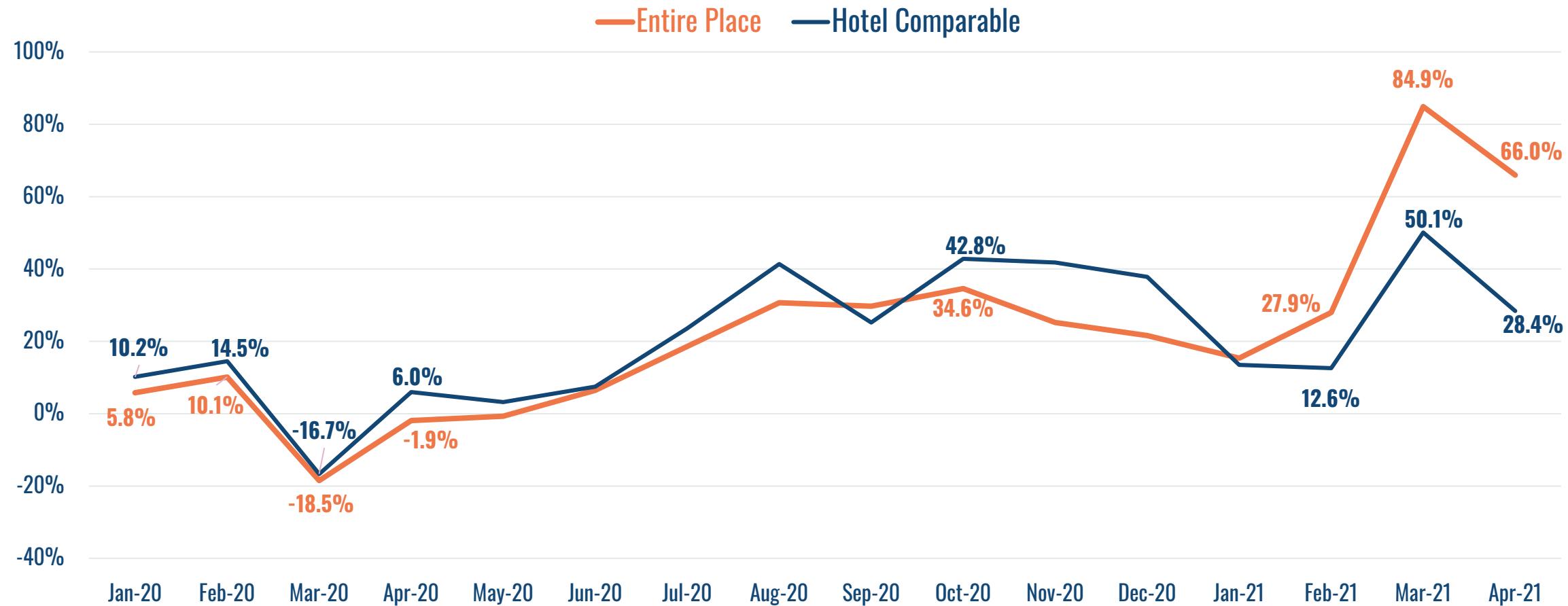


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through March 2021

March 2021 saw a **26.6%**
(\$224.3 million) **INCREASE**
in tourism-related sales revenue compared to March 2020

For FYTD21, preliminary reports for Jul-Mar indicate a **-14.7%**
(\$1.5 billion) **DECREASE** in tourism-related sales revenue

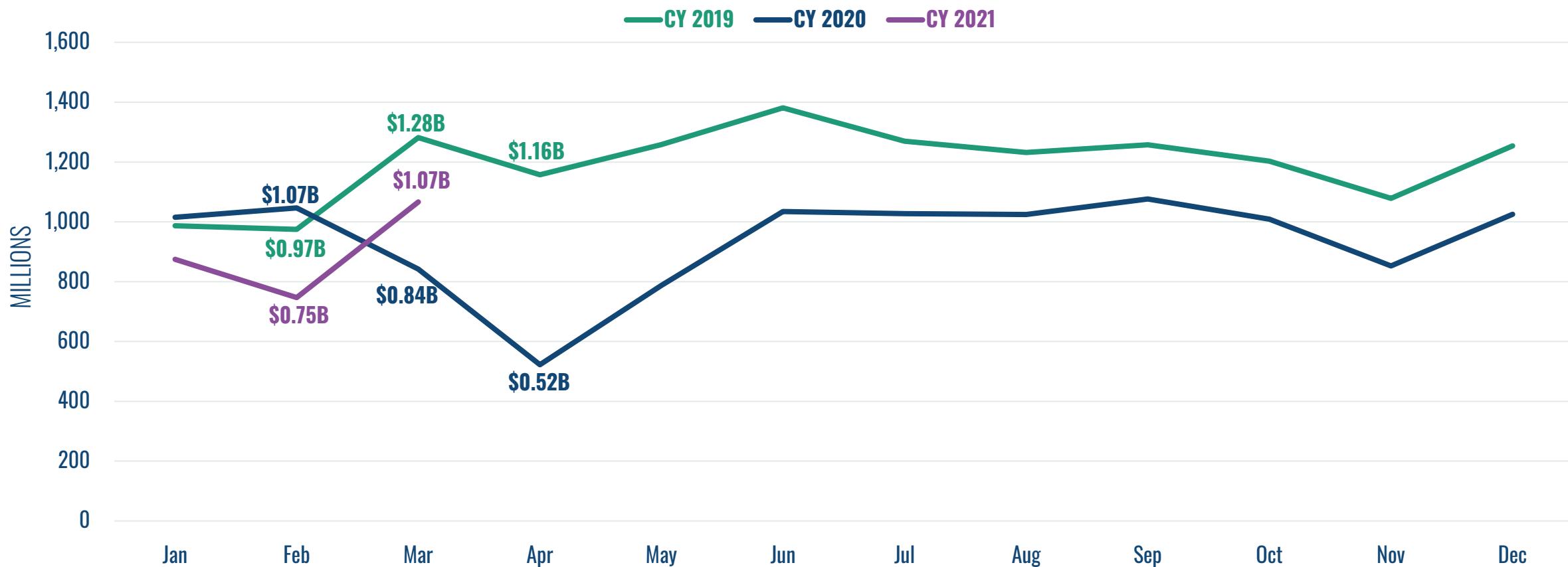
For CYTD21, preliminary reports for Jan-Mar show a **-7.4%**
(\$215.4 million) **DECREASE** in tourism-related sales revenue

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS

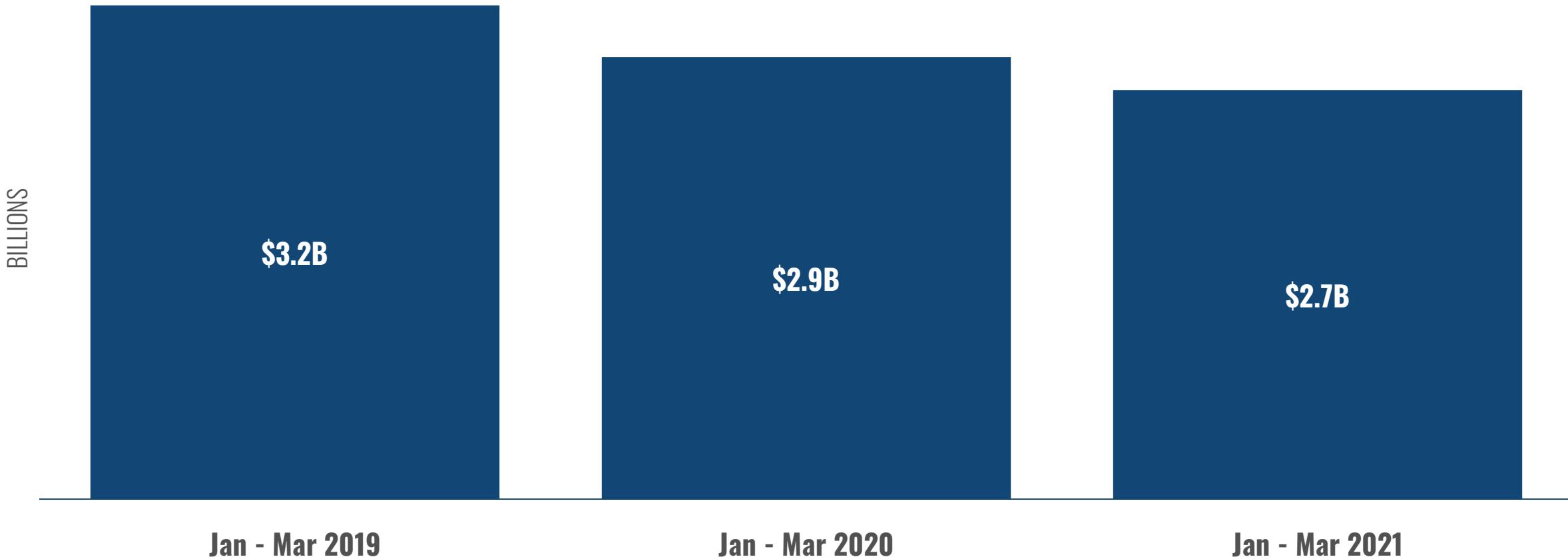


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CYTD Sales Revenue from Tourism-Related NAICS

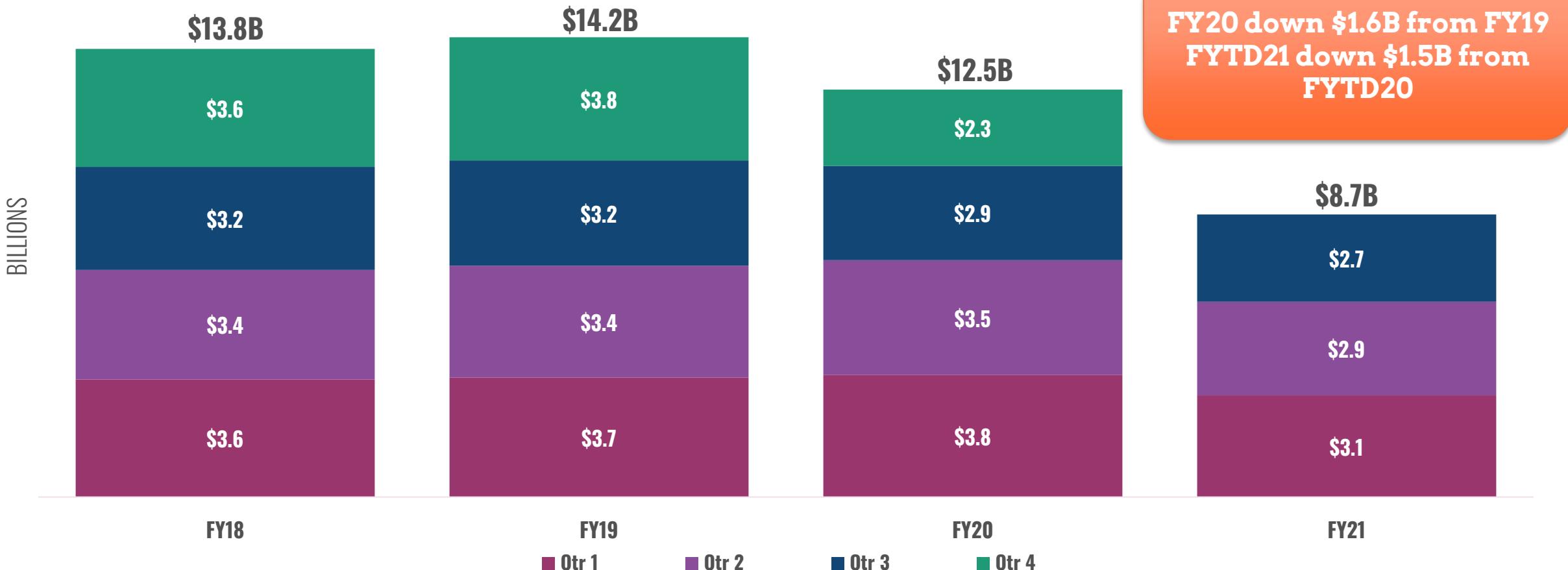


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



FY Sales Revenue from Tourism-Related NAICS



Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Sales by Business Type

% of Change During April 2020 – March 2021 Compared to April 2019 – March 2020

Places to Eat



-14.0%

Places to Stay



-45.8%

Things to Do



-44.1%

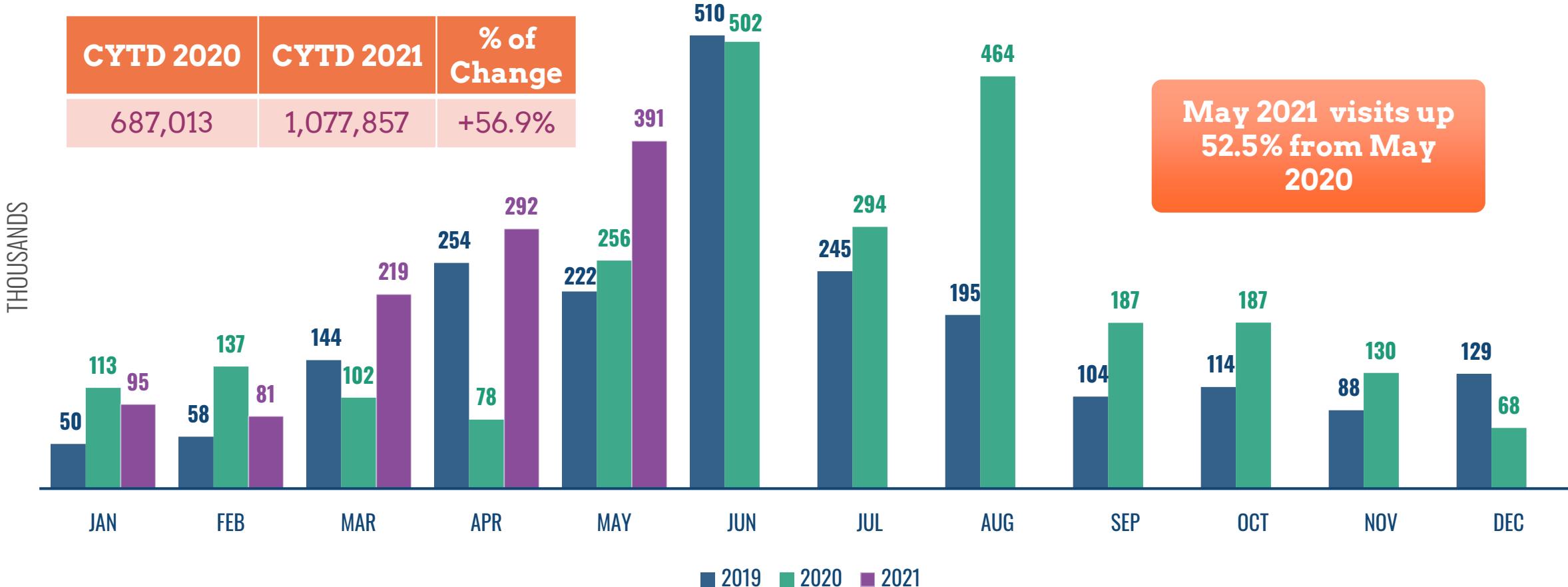
■ % of Change

Missouri Travel Barometer

Visits to the MDT website and marketing responses will always fluctuate due to seasonal traffic patterns



Calendar Year Visits to VisitMO.com by Month

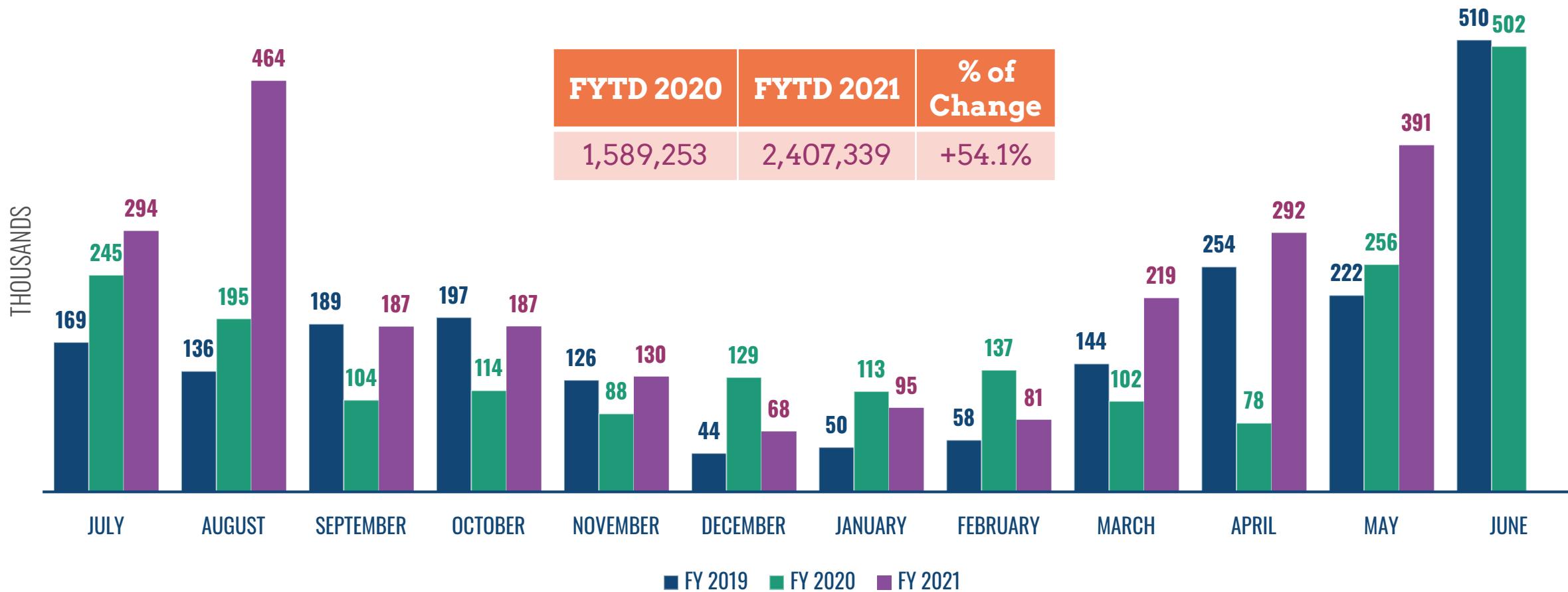


Missouri Travel Barometer

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns



Fiscal Year Visits to VisitMO.com by Month



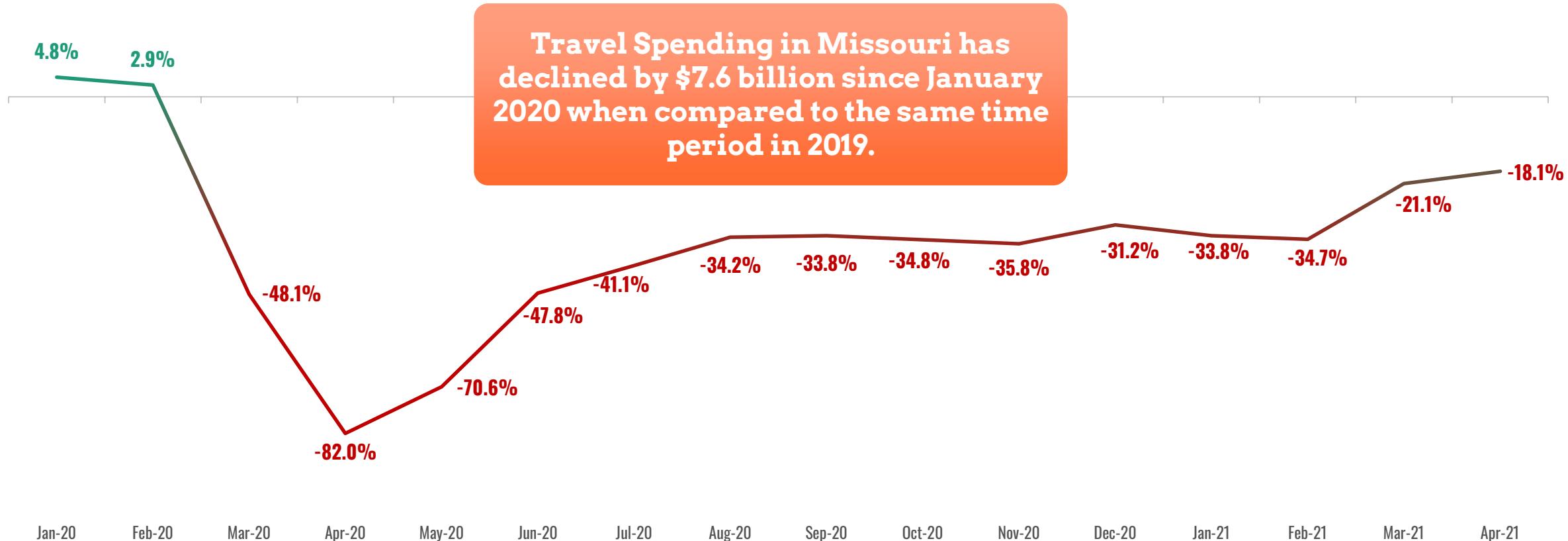
Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



Economic Impact

% Change in Monthly Travel Spending in Missouri Compared to 2019

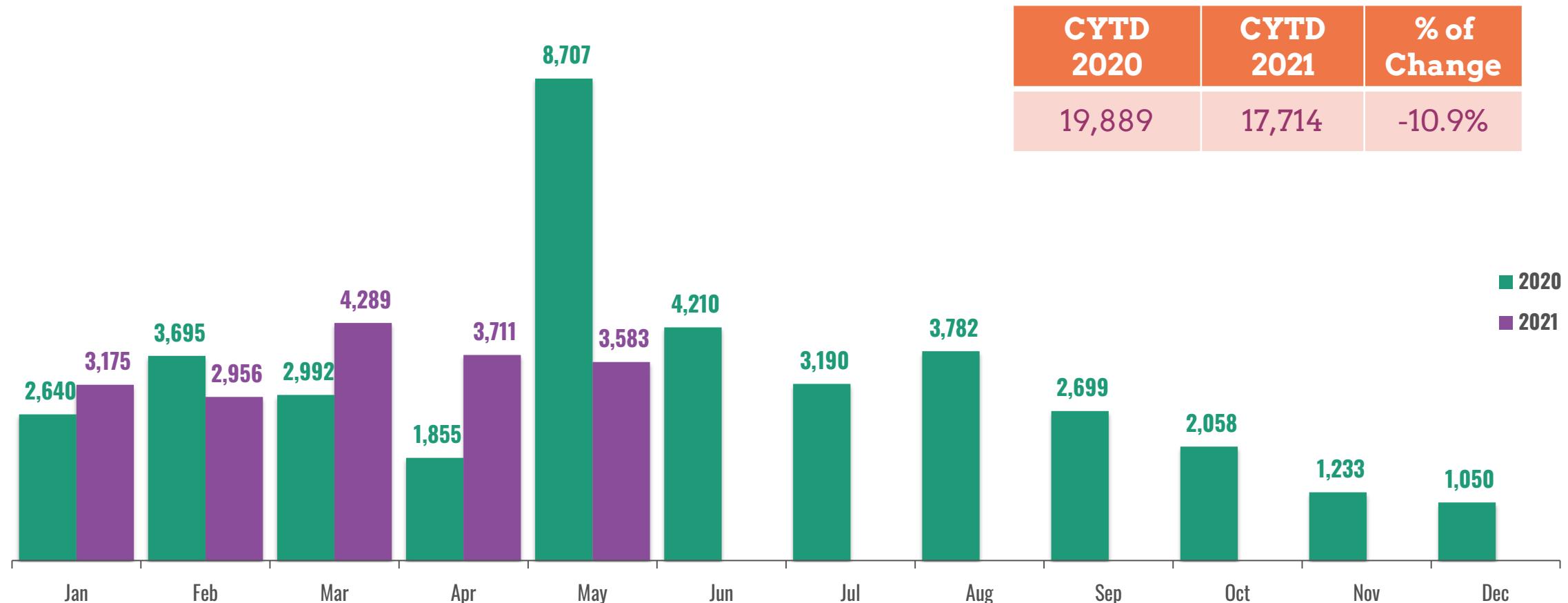


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources

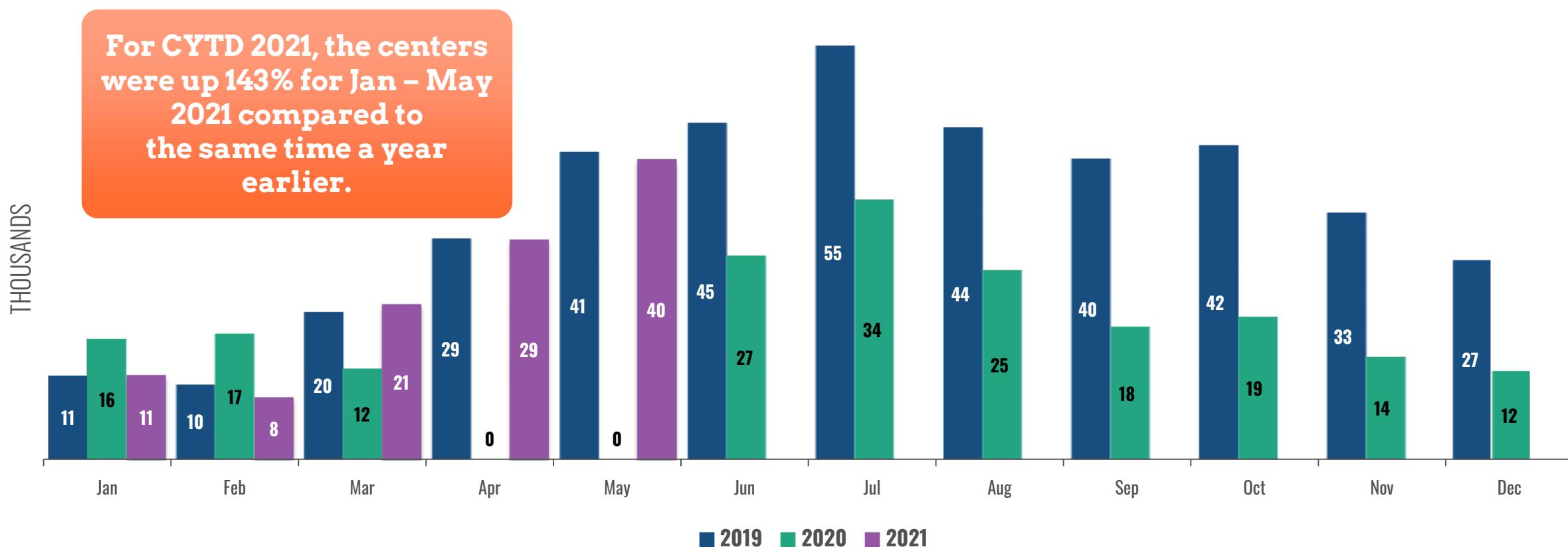


Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Missouri Travel Barometer



Welcome Center Visits: 2021 Calendar Year to Date through May

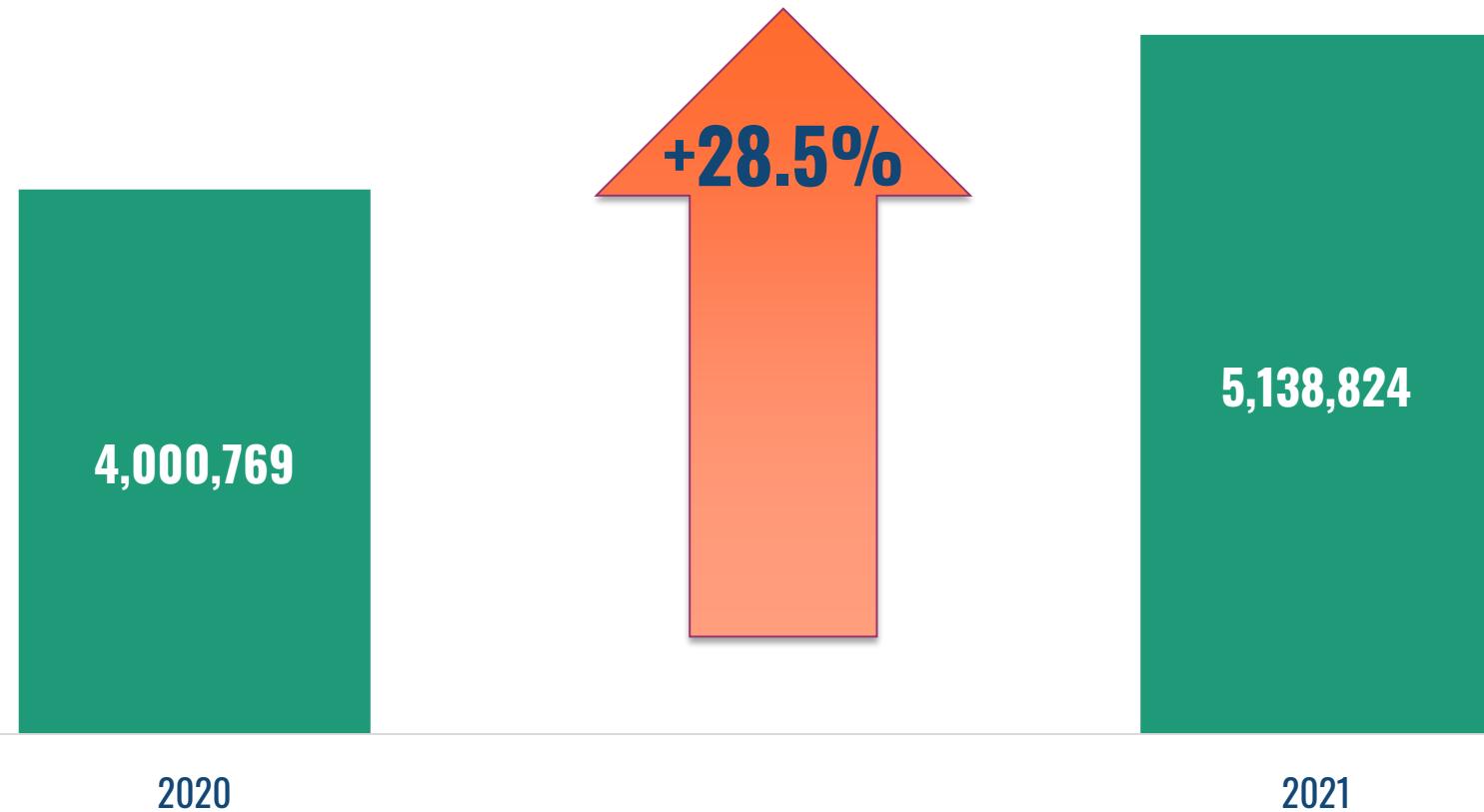


Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday. On 2/16/2021, the centers switched to being open only Tuesday – Saturday. On 4/11/2021, the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021, the centers started opening 7 days a week.

Missouri Travel Barometer

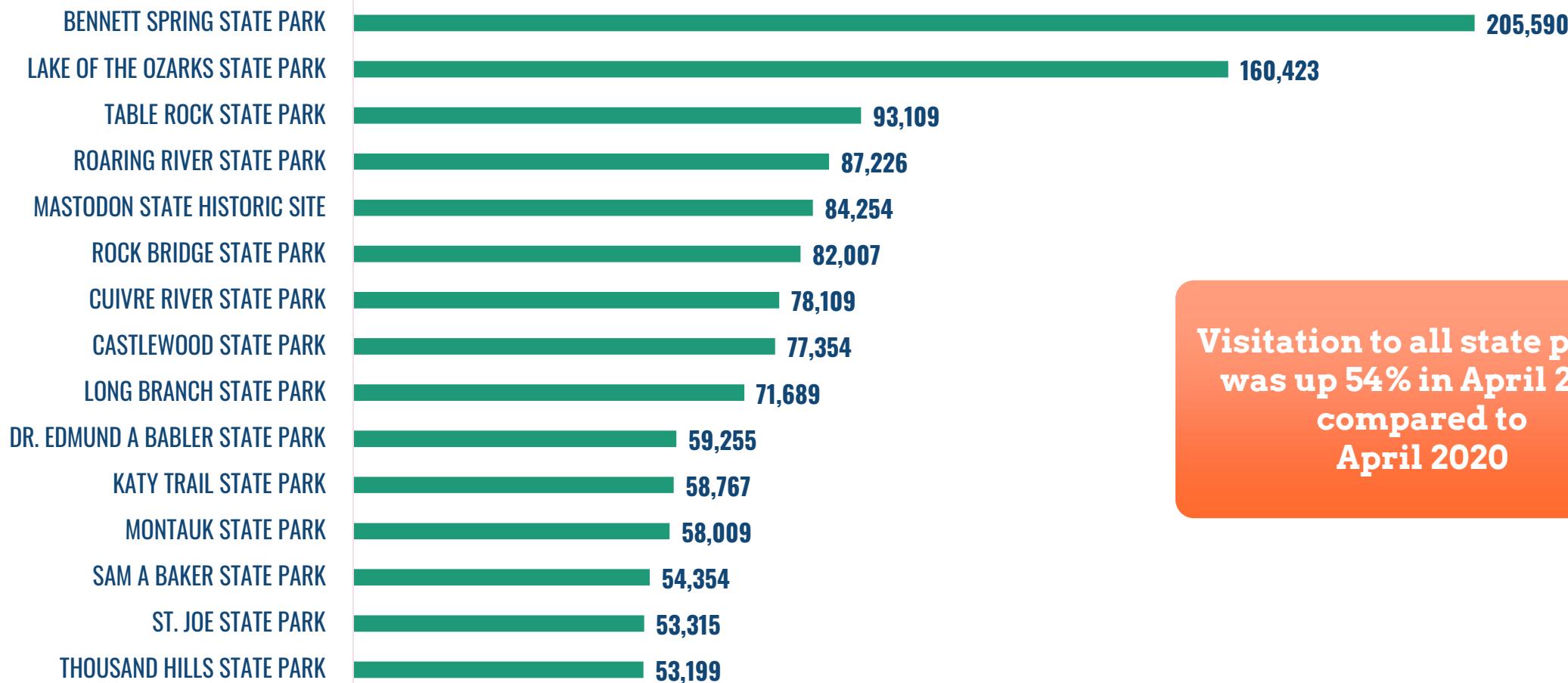


Visitors to Missouri State Parks during January – April



Source: Missouri State Parks

Most Visited Missouri State Parks during April 2021



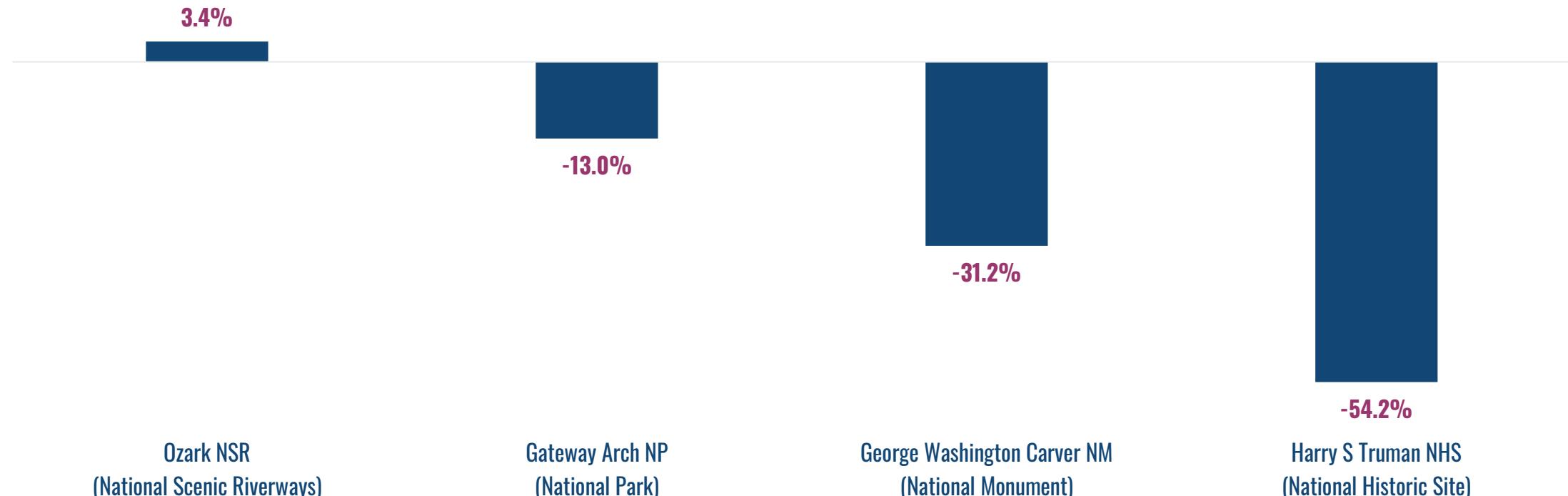
Visitation to all state parks
was up 54% in April 2021
compared to
April 2020

Missouri Travel Barometer



Missouri National Parks Attendance

% of Change in Visits to Missouri National Parks January - April 2021 Compared to 2020

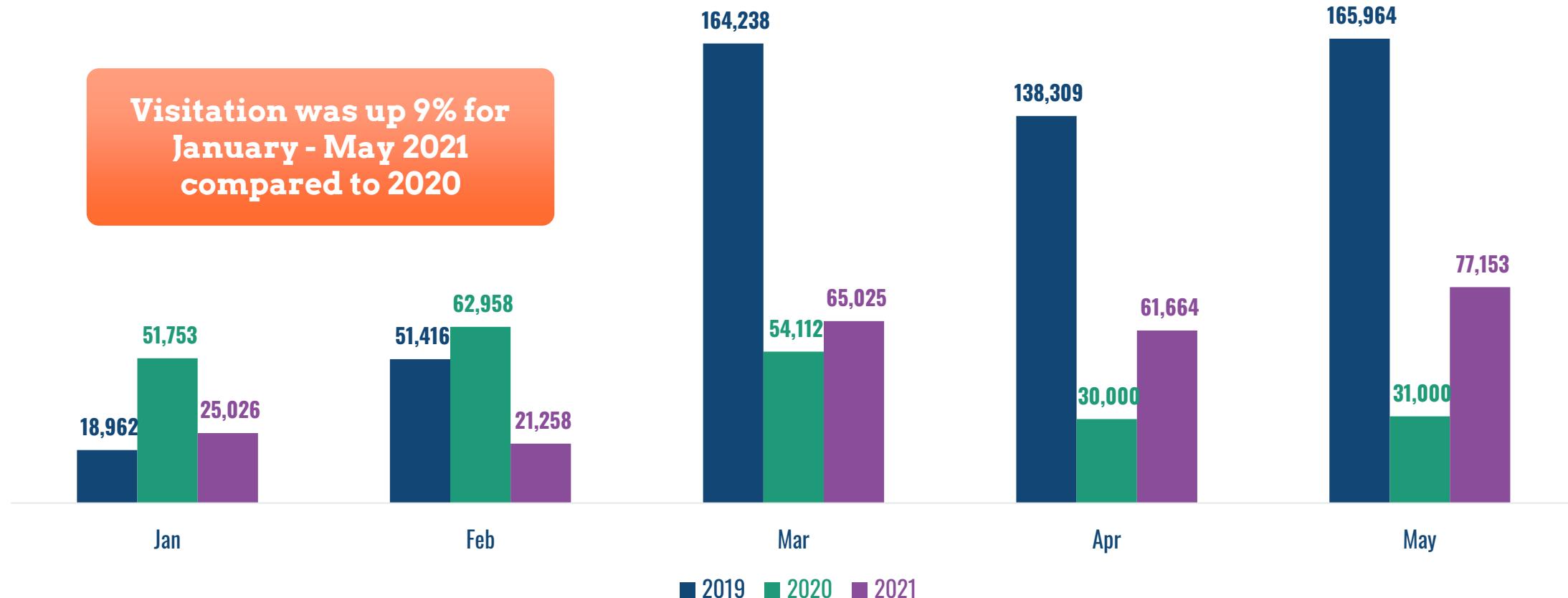


Notes: The visitor centers at the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, the Old Courthouse closed, but Tram Rides to the top of the Arch resumed on September 1.

Missouri Travel Barometer



Gateway Arch National Park Attendance thru May



Note: Tram Rides to the top of the Arch resumed on September 1. The Old Courthouse remains closed due to renovations.

Missouri Travel Barometer



KC & STL Airport Deplanements

Kansas City



KC -26.2% CYTD

■ 2019 ■ 2020 ■ 2021

St. Louis



STL -25.8% CYTD

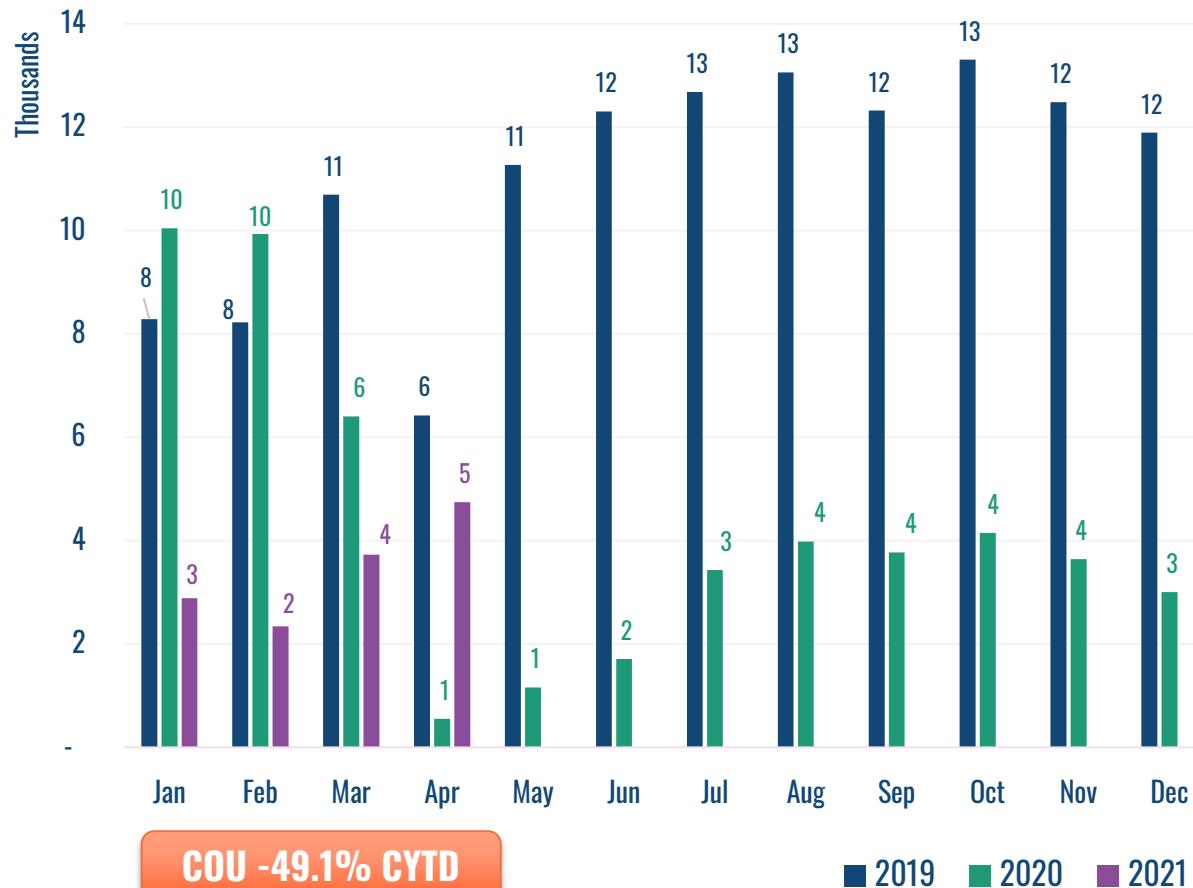
■ 2019 ■ 2020 ■ 2021

Missouri Travel Barometer

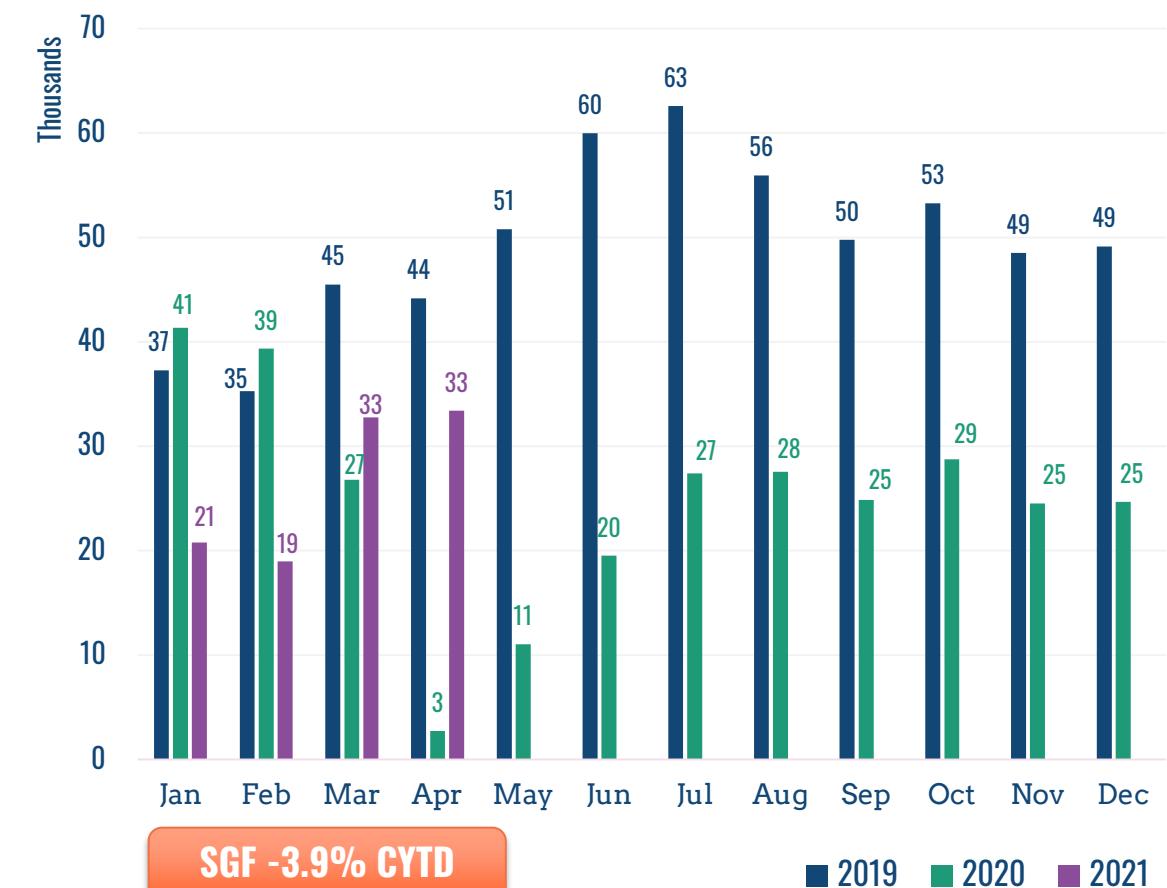


Columbia & Springfield Airport Deplanements

Columbia



Springfield





THANK YOU

